



Return Mail Processing Center  
P.O. Box 6336  
Portland, OR 97228-6336

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Re: Notice of Data Breach

Dear <<Name 1>>:

We are writing to inform you of a data security incident that may have involved your personal information. At Minnetonka Moccasin, we take the privacy and security of your information very seriously. This is why we are notifying you of the incident and informing you about steps you can take to help protect your personal information.

**What Happened?** We recently detected a data security incident involving our website. We immediately launched an investigation and engaged a digital forensics firm to assist. The recently completed investigation determined that payment card information may have been exposed for customers who made purchases through minnetonkamoccasin.com between November 25, 2020 and December 25, 2020.

**What Information Was Involved?** The information involved in this incident may have included your name and the account number, expiration date, and card verification value for your payment card ending in <<CC Last 4>>.

**What Are We Doing?** As soon as we detected the incident, we launched an investigation and took steps to stop any continued exposure of sensitive information. We have adopted enhanced security measures to prevent similar incidents in the future. We have reported this incident to the Federal Bureau of Investigation and will continue to assist with any law enforcement investigation. We are also providing you with information about steps you can take to help protect your personal information.

**What You Can Do:** You should remain vigilant by closely reviewing your financial account statements for discrepancies. We recommend that you report any such discrepancies to your financial institution, which may be able to offer you a new payment card. You can also review the information on the following page for additional steps to protect your personal information, which include placing a fraud alert on your credit report and a security freeze on your credit file.

**For More Information:** Further information about how to protect your personal information appears on the following page. If you have questions concerning this incident, please call 855-654-0886 Monday-Friday (excluding holidays) from 8:00am to 8:00pm Central.

Sincerely,

Minnetonka Moccasin Company, Inc.

## Steps You Can Take to Further Protect Your Information

**Review Your Account Statements for Suspicious Activity:** We recommend that you remain vigilant by reviewing your account statements and credit reports closely. If you detect suspicious activity, promptly notify the financial institution or company with which the account is maintained. You also should promptly report any fraud or suspected identity theft to proper law enforcement authorities, your state attorney general, and/or the Federal Trade Commission (FTC).

**Copy of Credit Report:** You may obtain a free copy of your credit report from each of the three major credit reporting agencies once every 12 months by visiting [annualcreditreport.com](http://annualcreditreport.com), calling toll-free 877-322-8228, or completing an Annual Credit Report Request Form and mailing it to Annual Credit Report Request Service, P.O. Box 105281, Atlanta, GA 30348. The request form is available at <https://www.annualcreditreport.com/cra/requestformfinal.pdf>. You also can contact one of the following three national credit reporting agencies:

**TransUnion**  
P.O. Box 1000  
Chester, PA 19016  
1-800-916-8800  
[transunion.com](http://transunion.com)

**Experian**  
P.O. Box 9532  
Allen, TX 75013  
1-888-397-3742  
[experian.com](http://experian.com)

**Equifax**  
P.O. Box 740241  
Atlanta, GA 30374  
1-800-525-6285  
[equifax.com](http://equifax.com)

**Free Annual Report**  
P.O. Box 105281  
Atlanta, GA 30348  
1-877-322-8228  
[annualcreditreport.com](http://annualcreditreport.com)

**Fraud Alert:** You may want to consider placing a fraud alert on your credit report. An initial fraud alert is free and will stay on your credit file for at least 90 days. The alert informs creditors of possible fraudulent activity within your report and requests that creditors contact you prior to establishing any accounts in your name. To place a fraud alert on your credit report, contact any of the three credit reporting agencies identified above. Additional information is available at [annualcreditreport.com](http://annualcreditreport.com).

**Security Freeze:** Under U.S. law, you have the right to put a security freeze on your credit file for up to one year at no cost. This will prevent new credit from being opened in your name without the use of a PIN issued to you when you initiate the freeze. A security freeze is designed to prevent potential creditors from accessing your credit report without your consent. As a result, a security freeze may interfere with or delay your ability to obtain credit. You must separately place a security freeze on your credit file with each credit reporting agency. To place a security freeze, you may be required to provide the consumer reporting agency with information that identifies you including your full name, Social Security number, date of birth, address history, state-issued identification card, and a recent utility bill, bank statement or insurance statement.

**Additional Free Resources:** You can obtain information from the consumer reporting agencies, the FTC or from your respective state Attorney General about fraud alerts, security freezes, and steps you can take to prevent identity theft. You may report suspected identity theft to local law enforcement, including the FTC or state Attorney General.

**Federal Trade Commission**  
600 Pennsylvania Ave NW  
Washington, DC 20580  
[consumer.ftc.gov](http://consumer.ftc.gov)  
[ftc.gov/idtheft](http://ftc.gov/idtheft)  
1-877-438-4338

**Your rights under the Fair Credit Reporting Act (FCRA):** These rights include to know what is in your file; to dispute incomplete or inaccurate information; to have consumer reporting agencies correct or delete inaccurate, incomplete, or unverifiable information, as well as others. For more information about the FCRA and your rights, please visit: [http://files.consumerfinance.gov/f/201504\\_cfpb\\_summary\\_your-rights-under-fcra.pdf](http://files.consumerfinance.gov/f/201504_cfpb_summary_your-rights-under-fcra.pdf).

**Personal Information of a Minor:** You can request that each of the three national credit reporting agencies perform a manual search for a minor's Social Security number to determine if there is an associated credit report. Copies of identifying information for the minor and parent/guardian may be required, including birth or adoption certificate, Social Security card, and government issued identification card. If a credit report exists, you should request a copy of the report and immediately report any fraudulent accounts to the credit reporting agency. You can also report any misuse of minor's information to the FTC at <https://www.identitytheft.gov/>. For more information about Child Identity Theft and instructions for requesting a manual Social Security number search, visit the FTC website: <https://www.consumer.ftc.gov/articles/0040-child-identity-theft>.